

SOUNDINGS Trade Only

April 2011

WWW.TRADEONLYTODAY.COM

Boasting More Than 50 Years of Growth in the Marine Industry

Since it was founded in the 1950s, the folks at **Springfield Marine Company** have been producing high-quality products for the marine industry. As innovators in this field, the company can claim a number of market firsts, including the Spring-Lock®, Taper-Lock®, King-Pin® and Plug-In® series, to name a few.

Its product categories include fishing chairs; helm chairs; a variety of seat hardware, including pedestals, swivels and slides; removable seat hardware; barbecue grills and table systems, and stainless steel and aluminum ladders. All Springfield products are designed to meet ABYC standards.



Workers celebrate the opening of Springfield Marine's new factory in Jiangsu, China.

Factory expansion

For company founder Garnett Carnahan and his wife Caroline, success always has meant seizing on market opportunities and adapting to new changes to continue providing customers with the quality products they expect.

Even while the marine market was contracting, and many companies were hunkering down, Springfield Marine has been expanding. Perhaps its most daring move in recent years has been to open a new 350,000-square-foot factory, with more than 200 employees, half a world away in Jiangsu, China. At about twice the size of the company's original plant, the new facility helped Springfield Marine boost manufacturing capacity while also allowing the company to produce more goods in-house. "Now, we can respond to growth a lot quicker," Caroline said.

In fact, Springfield Marine manufactures most of its components.

"Most companies manufacturing in China have partnerships with trading companies through which different components come together," says Caroline. "We buy the pure raw materials, it comes out of the factory as finished goods and we ship it directly to the U.S."

Among the in-house products the company makes are injection and blow-molded plastics, aluminum castings and extrusions, stainless steel and finished upholstery.

Trusted OEM source

For boat seat comfort and flexibility, OEMs have long trusted Springfield Marine. But rather than rest on its laurels, the company continues to invest in research and development with a goal of producing even more innovative new seating products. As a result, last year Springfield Marine expanded beyond the freshwater category where it was dominant in the bass and pontoon boat mar-

kets, into saltwater boat helm seating.

"We've spent a lot of time and effort to engineer new products to cover a greater spectrum of boats," said Danny Sweeney, director of sales and marketing. "We're a vertically integrated company, designing and engineering our own products that are then produced in our factories. We control every step of the production process, and we believe that our OEM clients and aftermarket customers appreciate the high-quality products we make."

Sweeney was hired last year, in part, to lead the company's move into new product offerings and expand the customer base. Joining him are Gary Smith and Doyle Bridges. He's based out of Springfield Marine's Nixa, Mo., headquarters near Springfield. Since then, OEM sales have grown by almost 35 percent, Sweeney said.

Springfield also has increased its international sales. Australia has become a strong market, and business in Europe is picking up.

Like many savvy manufacturers, while OEM sales were soft, Springfield Marine was targeting the aftermarket. Its aftermarket customers include big-box retailers, such as Johnny Morris' Bass Pro Shops. As a result, the company's aftermarket business has grown from about 30 percent of sales to close to 40 percent.

For more information, contact Springfield Marine Group at 417-616-6707, or visit www.springfieldgrp.com.



SPRINGFIELD MARINE, "The Seating Solution" now offers a full range of newly designed saltwater components to the already popular freshwater line, bringing you a full offering of seating hardware and marine accessories. From stainless steel to aluminum, all products are designed to exceed the requirements of ABYC & NMMA for performance and safety. Catalog parts and custom variations available.

Upholstered Seats



Helm Seating



Removable Fishing Pedestals



Seat Pedestals



Table Systems



Ladders



Contact Us:
417-616-6707 / sales@springfieldgrp.com
www.springfieldgrp.com